

PatientSimple®

Create a better patient experience with data-driven financial options

The financial aspect of patients' healthcare process is often confusing and frustrating and can have a negative impact on their overall patient experience. Providers recognize the need to offer patients financial experiences that are personalized and easy to use.

By leveraging Experian's unmatched, in-depth data and advanced analytics, PatientSimple® identifies the optimal financial pathway for your consumers and makes that pathway available through its consumer-friendly, mobile-compatible, self-service portal.

Benefits to your organization:

- Informed decisioning around the optimal financial pathway for each patient
- Data-driven, timely understanding of a patient's propensity to pay
- Electronic delivery of personalized financial experiences to your patients, including online bill-pay and e-statements
- Transitions the time your staff spends on billing and receiving payments to a self-service patient portal, where patients engage when they want
- Faster, more predictable and automated collections of patient payments, leading to shorter A/R days and lower cost to collect

PatientSimple allows your patients to manage tasks:

- Paying balances with a card on file
- Setting up payment plans
- Viewing and updating insurance information
- Generating price estimates
- Applying for charity care
- Going paperless and viewing statements online
- Adding multiple accounts to payment plans

41% of patients use payment plans for medical expenses to fulfill their financial obligations.

— Becker's Hospital Review

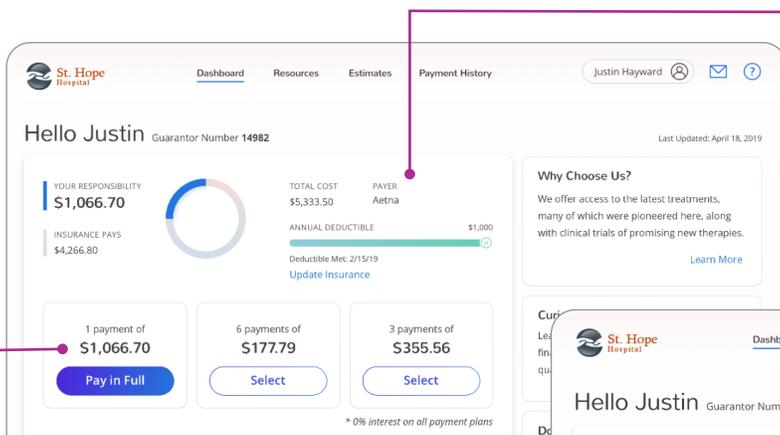
What's included in the PatientSimple solution?

- Experian's healthcare-specific algorithm delivers personalized insights based on the patient's data to help you message accordingly.

- Automation and digital tools enable ideal experiences for your patients. Available options allow for:
 - Making payments in full or via payment plans
 - E-statements, paperless, online account access and automatic email notifications for payments due
 - Guest pay experience for a quick payment option
 - Determination of financial assistance qualification and processes
 - Estimating prices, depending on the patient's insurance coverage and provider's payer-negotiated rates

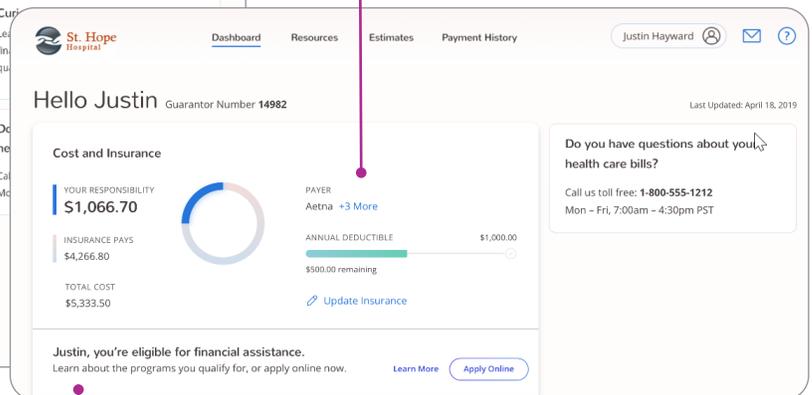
1

Data-driven, personalized messaging with payment plan options



2

Multifunctional platform with eligibility integration



3

Digital tools with financial assistance screening integration